

Position title: Senior Communications Advisor	
Classification: Band 7	Effective Date: Sep 2026
Reports to: Coordinator Experience and Digital	Tenure: Temporary 0.8FTE (4 days per week) until 3 Dec 2027

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATE - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.



Goal Statement

The Senior Communications Advisor will develop and support the implementation of external and internal communications strategies to enhance Council's reputation and to connect Council's workforce.

Scope of work includes: Communications planning. Forward planning with internal stakeholders. User experience and information architecture design and enhancement. Organisational capability building. Governance of customer channels.

Key Responsibilities

Position Specific Responsibilities

The position is responsible for the design and implementation of internal and external communications strategies to enhance Council's reputation, increase uptake of services, create a positive customer experience and connect Council's workforce.

- Create, develop, and implement external and internal communications strategies.
- Evaluates campaigns and uses data to enhance communications strategies.
- Develop communications strategies to target content to a diverse audience.
- Builds strong relationships with internal teams and conducts forward planning activities.
- Develops creative campaigns, adopting multi-media tools.
- Gather information to better understand issues, problems, and opportunities and foster the use of data in decision making by others
- Interrogate and analyse information from a variety of sources to detect trends, associations, cause-effect relationships and to develop feasible options.
- Work with stakeholders from across the organisation to identify opportunities and initiate action to improve communication approaches.
- Influence others to gain best-practice communications and reputational outcomes.
- Lead the development and implementation of social media, publications and channel strategies for the Council.
- Develop and publish content for all of Council's channels such as web, social media and publications.

Corporate Responsibilities

- Ensure team members follow all Corporate Policies, Procedures and the Organisational Goals and Values Principles in the current Whitehorse City Council Collective Agreement; and model exemplary compliance.



- Ensure the organisation is aware of and compliant with relevant statutes and legislation.
- Identify and develop changes to policy and procedure in areas of responsibility.
- Ensure that risk management principles are adopted in all decision-making processes within the team.
- Undertake identification, reporting and resolution of risk management activities (including that staff are appropriately trained) and ensure that all relevant operating procedures provide for a safe working environment.
- Apply sound financial and sound supervision of staff, (including ensuring appropriate training, development and motivation) to ensure that team KRA's are met and contribute to the strategic objectives of the team.
- Promote great organisational culture, team cohesion and morale. Ensure appropriate care and use of assets and equipment.
- Support, enable and encourage strategies and actions identified in Council's Gender Equality Action Plan (GEAP) to improve workplace gender equality.
- Champion a safe environment for children and young people in accordance with Council's commitment to Child Safety

Accountability and Extent of Authority

Budget: The position is responsible for managing communications campaigns within allocated budgets.

Staff responsibility: Nil

Judgement and Decision Making

- This position will be required to formulate communications strategies and promotions, policies and plans for adoption, following appropriate investigation analysis and consultation.
- It is expected that the incumbent will draw on previous experience, theory and/or precedent to bring a high level of strategic marketing direction and specialist advice and support to the centre.
- Guidance is not always available within the organisation - meaning it may be necessary to seek external guidance/advice.

Specialist Knowledge and Skills

Licences and Experience:

- Demonstrated success in strategic communications planning and implementation.
- Knowledge of local government operations and applicable legal and regulatory requirements an advantage.

Technology:

- Microsoft applications including Outlook and MS Teams are essential.



- Adobe Creative Suite is not essential but would be highly regarded.
- EDM creation, Asana, Drupal CMS, social media scheduling tools will all be highly regarded.

Interpersonal Skills

- Demonstrated ability to manage multiple projects and campaigns.
- Strong relationship building and relationship management skills.
- Exceptional written communication skills across a variety of media and products.
- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of broadly defined activities
- Ability to liaise with counterparts in other organisations to discuss and resolve specialist problems

Key Relationships:

The position will liaise with the CEO and members of the Executive, sometimes under time pressure and with a high standard of professionalism.

The position has major accountability for internal relationships between the Experience and Digital functions and internal customers, striving for positive, collaborative and respectful partnerships. This may include trouble shooting escalated matters or proposing and modelling new ways of working together.

Internal: CEO, Directors, Department Managers

External: Creative services and print suppliers

Management Skills

- Management skills to achieve objectives despite conflicting pressures
- The ability to work as part of a team and contribute effectively to both the Strategic Marketing and Communications Department as well as across the organisation
- Effective influencing and interpersonal skills.

Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.
- A valid Victorian driver's licence.

Key Selection Criteria

1. Tertiary qualifications in a marketing or related discipline combined with relevant experience preferably within a local government, community, service provision or cultural services setting.
2. Demonstrated experience in strategic communications planning and implementation.
3. Demonstrated experience in designing and implementing creative campaigns across multiple channels.
4. Demonstrated excellent oral and written communication skills and ability to network and influence key stakeholders.
5. Demonstrated success in managing competing demands to design and execute timely plans.

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		Rarely	
Hand/Arm Movement Tasks involve use of hand/arms	Computer use	Frequently	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.		Rarely	
Standing Tasks involve standing in an upright position		Rarely	
Reaching Tasks involve reaching above head, and above and equal to shoulder height		Rarely	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects	Walking to meetings	Sometimes	



Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another		Rarely	
Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body		Rarely	
Keyboard Duties Tasks involve sitting at workstation and using computer	Writing and editing	Frequently	
Satisfactory Vision Standard of vision required equal to that required for driver's licence	Standard of vision required equal to that required for driver's licence	Frequently	

Any other relevant comments: